



## Florida's Bicycle/Pedestrian Focused Initiative



Trenda McPherson  
State Bicycle Pedestrian Safety Program Manager  
Florida Department of Transportation



## The Way It Was



## The Way It Is



## Change is The Only Constant



# Time is of the Essence

**498 Pedestrians    135 Bicyclists**

Lost their lives on Florida's roadways in 2013

Less than 6% of all road users in Florida = 27% of all fatalities on Florida roadways

Mothers and fathers, daughters and sons, loved ones, neighbors, friends, and co-workers

And all of their deaths were preventable!



## Our Mission

To provide a safe transportation system that ensures the mobility of **PEOPLE** and goods, enhances **ECONOMIC PROSPERITY** and preserves the quality of our environment and communities.

### **PEOPLE**

Total Lives Lost in Florida Traffic Crashes in 2013 = 2,402

Pedestrian and Bicyclist Lives Lost in Florida Traffic Crashes in 2013 = 633

### **ECONOMIC PROSPERITY**

Estimated Economic Impact of a Life Lost = Over \$9 Million Dollars




Total Economic Impact = Over \$20 Billion Dollars

Pedestrian and Bicyclist Economic Impact = 27% or Nearly \$6 Billion Dollars



# Road Map



-  Rising to the Challenge
-  Unified Approach
-  Problem Identification
-  Strategic Investments and Alliances
-  Systemic Approaches
-  Focusing on the Goal



## Rising to the Challenge

In November 2011, FDOT implemented a focused initiative to improve pedestrian and bicyclist safety on Florida roadways. Since that time we have...



Secretary Billy Hattaway  
Statewide Champion

Designated a Statewide Champion

Developed a Leadership Team

Established Primary Goals

Finalized Florida's Pedestrian and Bicycle Strategic Safety Plan

Initiated Florida's Pedestrian and Bicycle Safety Coalition

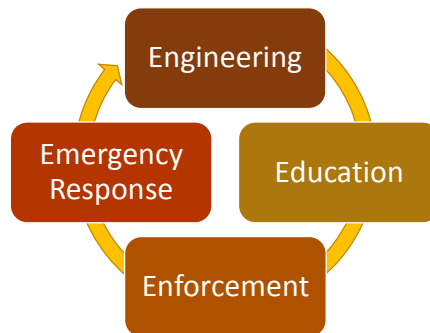
Implemented more than 60% of the PBSSP Strategies



## Because Every Life Counts!



## Promoting Positive Change Through A Unified Approach





## Problem Identification



## Problem Identification

Pedestrian Fatality Median Age: 50 Years Old

Bicyclist Fatality Median Age: 49 Years Old

Highest Group of Motorists Involved: 65+

Second Highest Group of Motorists Involved: 20-29

23% of Crashes Occur in Low Income Areas

Majority of Victims are Florida Residents

More Male Fatalities than Female Fatalities

Diverse Population/Language and Cultural Barriers



## Problem Identification



Not Wearing Bright or Reflective Clothing at Night

Impaired Driving

Cognitive/Visual

Failure to Yield

Darting Into Traffic

Speeding

Impaired Pedestrians/Bicyclists

Aggressive Driving

Distracted Driving

Not Using Bike Lights At Night

Not Crossing at Crosswalks

Not Obeying Traffic Signals

Riding Against Traffic

Right Turns on Red



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## Problem Identification



Visibility/Lighting

Separated Land Use

Transit Stop Locations

Wide Lane Widths

Lack of Sidewalks/Bike Lanes

Multi Lane Highways

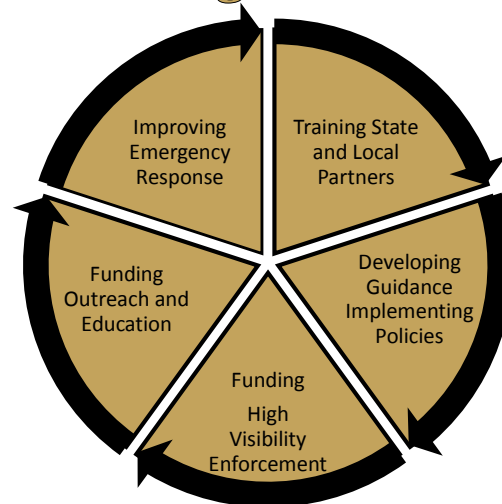
Lack of Crosswalks/Mid Block Crossings



# Strategic Safety Investments



## Focusing Resources





## Strategic Alliances

- WE are all in this together  
 EVERYONE is a Pedestrian  
 EVERYONE should have a role in problem resolution
- YOU are vital in providing a safer system!
- What's YOUR role?  
 Coordinating/Facilitating Safety Enhancements  
 Collaborating with Partners – Engage them  
 Who do you know that can be a part of the solution?
- USDOT Secretary Foxx's Mayors Challenge  
 Did your Mayor Take the Challenge?  
 Implementation at the local level is valuable to the statewide initiative  
 Let us be a resource to you in meeting challenge goals



## Systemic Approaches

**Systemic:** something that is spread throughout, system-wide, affecting a group or system as a whole

**Approaches:** a way of dealing with something; to come near or nearer to (someone or something) in the distance



## Rectangular Rapid Flashing Beacon

RRFBs are a low-cost countermeasure to increase driver compliance in yielding to pedestrians at midblock locations



## Advanced Pedestrian Detection Systems

Adapting signal timing in real-time to better meet pedestrian needs is also a low cost countermeasure



## Shared Lane Markings

Also called a "sharrow", is a bike symbol with two chevrons over it. This pavement marking is used on lower-speed streets and roads (speeds 35 mph or less) where bike lanes either can't be used or are not encouraged (such as in a "door zone" adjacent to a parking lane.) Sometimes they are accompanied by a sign that says "Bicycles May Use Full Lane".



## FDOT Guidance

<http://www.dot.state.fl.us/rddesign/CSI/Default.shtm>

- ✓ New Complete Streets Policy
- ✓ Florida Intersection Design Guidance
- ✓ Round About Guidance
- ✓ New Intersection Lighting
  - Short Term Solutions - 2014
  - Long Term Solutions - Planned
- ✓ Design Criteria
  - Reduced Lane Widths
  - Buffered Bike Lanes
  - Reducing Speeds
- ✓ Intersection Improvements
  - Signal Timing
  - Pedestrian Countdown Signals
  - High Emphasis Crosswalks
  - RRFB's



## Education Strategies

Goal: Empower All Road Users With The Information They Need To Make Safer Choices



## Marketing Strategies

- Utilize FDOT and Partner Public Information Officers, Paid Media, and Social Media to deliver culturally diverse messaging that is consistent, predictable, and repeatable.
- Establish strategic alliances with non-traditional partners that can assist in promoting a positive culture shift to improve ped/bike safety.
- Promote high visibility law enforcement in conjunction with paid media efforts. Include speed, impaired driving, distracted driving, and other elements that affect peds/bikes in this outreach.



Relationship Alignment and Performance Management

Audience Engagement and Behavioral Change

Performance Assessment





# Education Strategies



# Education Strategies

The "One Foolish Act" campaign targets the effects and consequences of impaired driving resulting in crashes with pedestrians and bicyclists.

This strategy is used in conjunction with events, in PSAs, in Social Media, and in print.





# Social Media Strategies

[www.Facebook.com/AlertTodayFlorida](http://www.Facebook.com/AlertTodayFlorida)

/AlertTodayFlorida

Updated daily

Keep users engaged

Posts have themes

Motorist Monday

Traffic Tuesday

Walking Wednesday

Transit Thursday

FBA Friday

Senior Saturday

Safety Sunday

Posts scheduled & approved one week prior



# Social Media Strategies

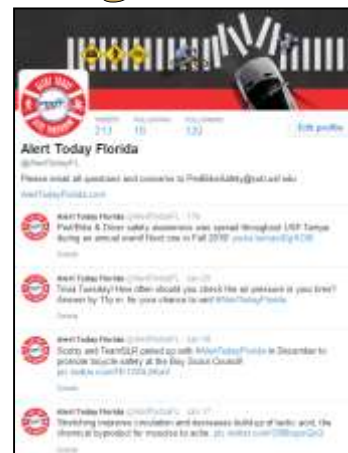
[www.Twitter.com/AlertTodayFL](http://www.Twitter.com/AlertTodayFL)

@AlertTodayFL

Updated daily

Same themes as Facebook

#AlertTodayFlorida



## Social Media ROI



## Web Strategies

[www.AlertTodayFlorida.com](http://www.AlertTodayFlorida.com)

Official project website

Updated weekly

About Us

Strategic Safety Plan

Lists campaign details

Educational information

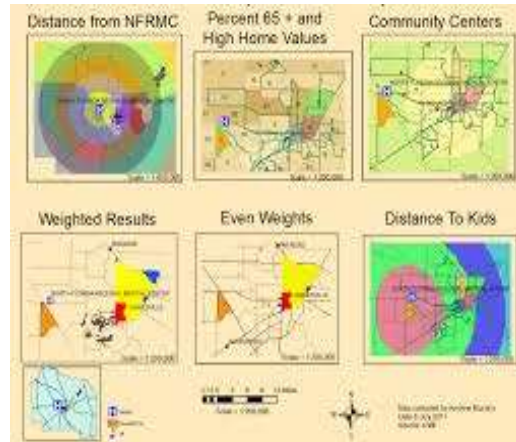
Additional Resources





## Enforcement Strategies

- Combine Bicycle/Pedestrian Enforcement into Current Crime Reduction Initiatives
- Enforcement plans begin with an education campaign
- Enforcement partners with FDOT and Local Municipalities to coordinate education events in high impact areas
- Enforcement focuses education, warning, and citations in priority areas
- Overlay crash hotspot GIS maps over high crime hotspot maps to determine enforcement areas



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## Enforcement Engagement

### Why apply for HVE funding?

Provides overtime funding for HVE initiatives

Allows you to focus officers to specific areas for enforcement

Does not take officers off the street

### Unintended Positive Consequences

Tends to boost morale by making overtime money available

Builds public trust and confidence



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# Enforcement Resources

Tri-fold quick reference guide for bike/ped laws

Available in both electronically for download and hardcopy, visit:  
<http://www.alerttodayflorida.com/laws.html>



Roll Call educational videos

Available electronically for download or DVD

These and other Law Enforcement Resources Available At:

<http://www.pedbikesrc.ce.ufl.edu/pedbike/default.asp>

<http://www.alerttodayflorida.com/order.html>



## Florida School Crossing Guard Training Program

*"Crossing Guards are the unsung heroes of the community working to keep our youngest citizens safe. Each school day they brave the elements of weather, traffic, air and noise pollution. They surrender personal needs to split up their day to insure the safety of the communities' students. Often they go unnoticed by the general public until you have a child of your own, or they don't show up one morning and you notice something different about an intersection."*

Shannon Robeson, Parking Enforcement Coordinator  
 Jacksonville Beach Police Department  
 School Crossing Guard Program



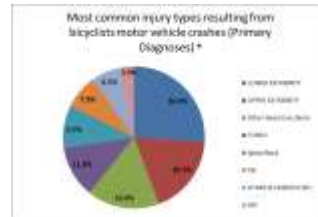
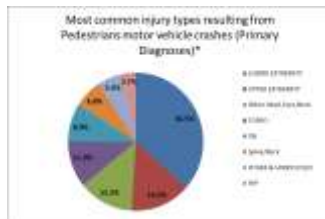
The Florida School Crossing Guard Training Program:  
 Our first concern is the safety of students!





# Emergency Response

50	The median age of fatally injured pedestrians in Florida.
24%	The percent of pedestrian fatalities related to traumatic brain injuries.
88%	The percent of Pedestrian fatally injured in Florida who were also Florida residents.
4	The number of non-fatal hospitalizations for every pedestrian fatality.
15	The number of non-fatal emergency department visits for every pedestrian fatality.
28%	The percent of pedestrian hospitalizations and emergency department visits who self-paid or did not have enough coverage.
\$3,427.00	The median hospital charge for Pedestrian treated and released from a Florida emergency department for the treatment of pedestrian injuries.
\$73,834.50	The median hospital charge for Pedestrian admitted to a Florida hospital for the treatment of pedestrian injuries.



48	The median age of fatally injured riders in Florida.
40%	The percent of bicyclist fatalities related to traumatic brain injuries.
94%	The percent of bicyclist fatally injured in Florida who were also Florida residents.
7	The number of non-fatal hospitalizations for every bicyclist fatality.
44	The number of non-fatal emergency department visits for every bicyclist fatality.
35%	The percent of bicyclist hospitalizations and emergency department visits who self-paid or did not have enough coverage.
\$3,826.00	The median hospital charge for bicyclist treated and released from a Florida emergency department for the treatment of bicyclist injuries.
\$54,403.00	The median hospital charge for bicyclist admitted to a Florida hospital for the treatment of bicyclist injuries.



# Emergency Medical Services Strategies



- Educating on Common Injury Types/Patterns
- Improving Response Times
- Increasing Rate of Survival
- Reducing Economic Impact



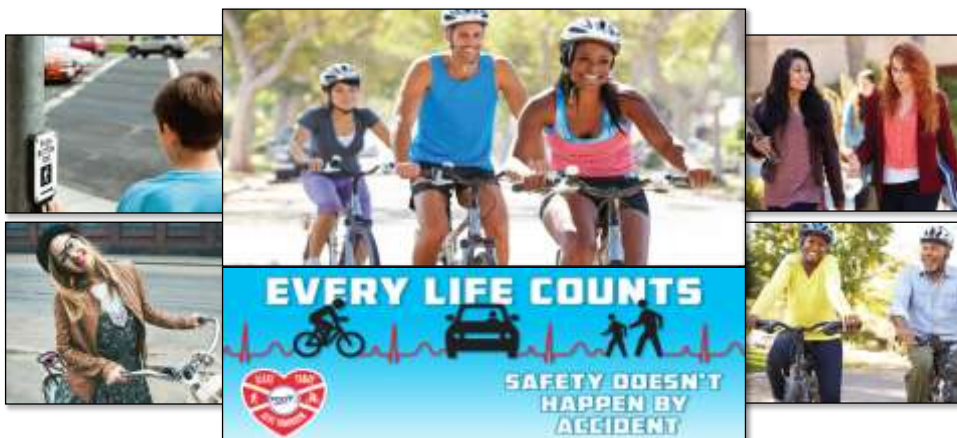
## Focusing on the Goal



[www.AlertTodayFlorida.com](http://www.AlertTodayFlorida.com)



## Because Every Life Counts!



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